

## **REDEMPITA MBITHE**

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**Nationality:** Kenyan

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### **EXECUTIVE SUMMARY**

I am a highly organized, efficient and devoted Customer Service, Sales and Marketing and Business Development Professional with over eight years' broad brand management experience with a proven ability to grow brand awareness and increase product sales through designing efficient branding processes that maintain brand consistency. Adept at identifying brand issues through creative marketing techniques. Exceptional at development of creative innovative marketing programs based on the business's overall strategies that ensure return on investment. Proven ability to manage brands as fast as customers' opinions change by continually keeping up with discussions within the industry and about the brand. I am trustworthy, hardworking, self-motivated, achievement oriented, creative, flexible team player and always ready to learn new skills and qualities that make me better suited for a Customer Service, Sales and Marketing position.

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### **CAREER OBJECTIVE**

My objective is to become an astute Customer Service, Business Development, Sales and Marketing Executive by scaling new heights through undertaking new challenges and opportunities in my field of work and to continuously deliver marketing solutions that are innovative, inspiring, unique and engaging while giving great attention to detail with a strict first-time right policy.

### **KEY SKILLS AND COMPETENCIES**

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| ❖ Improving Customer Experience.  | ❖ Commercial Awareness.           |
| ❖ Building Customer Loyalty.      | ❖ Brand Management                |
| ❖ Attention to Detail.            | ❖ Risk and Reputation Management. |
| ❖ Bilingual Customer Support.     | ❖ Digital Integration.            |
| ❖ Risk and Reputation Management. | ❖ Marketing Logistics.            |
| ❖ Digital Integration.            | ❖ Event Management                |
| ❖ Marketing Logistics.            | ❖ Market Dynamics.                |
| ❖ Event Management                | ❖ Strong Time Management.         |
| ❖ Problem Solving Skills.         | ❖ Marketing Communication Skills. |

## **PROFESSIONAL EXPERIENCE:**

### **SUNBIRD LODGE:**

#### **Head of Sales and Marketing Department.**

##### **Duties and Responsibilities:**

- ❖ Engaging in superior customer service by making information readily available.
- ❖ Persisting in sales even in the face of failure.
- ❖ Demonstrating hotel products and services as deemed necessary by clients and management.
- ❖ Scheduling appointments and meetings as necessary.
- ❖ Answering questions from clients through emails and over the phone.
- ❖ Taking reservations via email and phone.
- ❖ Researching and developing new marketing strategies and opportunities for the Lodge.
- ❖ Sending the daily and weekly sales reports to the manager.
- ❖ Maximize business opportunities across all sites by creating and regularly reviewing action plans to combat gaps in the business.
- ❖ Review of sales and occupancy targets across the events department.
- ❖ Develop sales strategies, business development initiatives & client relationship solutions.
- ❖ Ensuring effective communication throughout the project planning process ensuring there is a full understanding of client requirements, across all departments.
- ❖ Develop, implement and maintain operational excellence, policies and procedures.
- ❖ Troubleshoot any client issues or concerns ensuring the highest level of customer care is maintained and exceeded.

##### **Key Achievements:**

- ❖ 50% increase in new clients through carefully planned and managed marketing campaigns Growing revenues from current services by 45%
- ❖ Implemented data-driven evaluations of conference experience, improved conference evaluation metrics by 38% year over year.
- ❖ Manage over 60 events, from conception to completion, per year nationwide, ranging from 30-2000 attendees.

## **SECLUDED AFRICAN PROPERTIES:**

### **Head of Sales and Marketing.**

#### **Duties and Responsibilities:**

- ❖ Engaging in superior customer service by making information readily available.
- ❖ Persisting in sales even in the face of failure.
- ❖ Demonstrating Secluded portfolio products and services as deemed necessary by clients and management.
- ❖ Scheduling appointments and meetings as necessary.
- ❖ Answering questions from clients through emails and over the phone.
- ❖ Taking reservations via email and phone.
- ❖ Researching and developing new marketing strategies and opportunities for Secluded Africa Lodges and Camps.
- ❖ Sending the daily and weekly sales reports to my superiors.
- ❖ Any other duty as assigned by the manager.

## **THE EMAKOKO LODGE:**

### **Assistant front office supervisor**

#### **Duties and Responsibilities:**

- ❖ Checking clients in and out of the hotel.
- ❖ Checking the res request and updating the board.
- ❖ Taking reservations and updating the guest board.
- ❖ Checking guests in online for their flights.
- ❖ Arranging excursions for clients.
- ❖ Compiling the daily sales and daily fiscal reports.
- ❖ Compiling the lodge monthly sales and ETRs.
- ❖ Supervising the general cleanliness of the lodge and foreseeing duties.
- ❖ Ensuring effective running of all other departments.
- ❖ Stores: Making and receiving orders as well as issuing them to respective departments.
- ❖ Operating the lodge boutique.

## **WHOLISTIC OUTDOOR CAMPS**

- ❖ Counselling public institutions in rural areas like schools and universities on life principles.
- ❖ I was able to interact with different people from diverse communities and cultures

## **SCRIPTURE UNION:**

- ❖ Enlightening the public on the right living accordance to biblical teaching.

## **DIGUNA:**

- ❖ Community service and charity to the less fortunate especially in the rural areas.

## **EDUCATIONAL QUALIFICATIONS:**

2013-2015: Diploma in Customer Service

2011-2013: Diploma in Food and Beverage, Nairobi Aviation College.

2011-2012: Certificate in Computerized Accounting, Annex Computer College

2004-2007: Kenya Certificate of Secondary Education, Kyanguli Memorial High School.

## **LANGUAGE SKILLS.**

<b>Language</b>	<b>Reading</b>	<b>Speaking</b>	<b>Writing</b>
English	Excellent	Excellent	Excellent
Swahili	Excellent	Excellent	Excellent

## **STRENGTHS:**

### **Impressive Communication and Interpersonal Skills:**

Effective communicator across all levels of organization. Strong ability to adapt message to differing audiences and leverages diversity, relationships and influential nuance to build trusted advisory status and credibility.

### **Leadership and Collaboration:**

Takes every opportunity to actively participate within creative teams, sharing and developing ideas with colleagues. Collaborating with cross functional teams across the organization by disarming cultural, behavioral and functional department bias

### **Adaptability and Flexibility:**

Proven ability to remain resilient and tenacious under pressure while displaying fortitude in the face of diversity. Simplifies ambiguous and complex situations to deliver consistent, compelling, innovative and definitive solutions.

### **Organizational Awareness:**

Conscientious contributor to corporate structure, strategic mission and goal development. Cognizant of dynamic functional teams and cultural challenges in addition to management of business, economic and emotional levers.

### **Diligence:**

I am dedicated to my work. As a result, I invest a great amount of time and effort to ensure the rightest possible results.

## **REFEREES:**

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